

PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 2-Oct. 25, 1974



PHILIP MORRIS U.S.A.

BIDDING TO #1

1005200665

FIFTH SALES CYCLE

SEPTEMBER 2, 1974 — OCTOBER 25, 1974							
Week Starting	2	9	16	23	30	7	14
1st Featured Brands	Marlboro 100's Box, Lights and/or Menthol, Red						
2nd Featured Brands	Benson & Hedges 100's			Benson & Hedges Multifilter			
3rd Featured Brands	Benson & Hedges Multifilter			Virginia Slims			

BACKGROUND INFORMATION

MARLBORO — 1ST FEATURED BRAND

Consumer Offer:

- Generic

Merchandising:

Display Marlboro 100's Box, Lights and/or Menthol with Marlboro Red Box as first major brand during the entire eight weeks of the cycle. The flexibility for Marlboro Family display during this cycle provides you with the opportunity to analyze each account to determine where and how each Marlboro packing can be upgraded.

Facts About the Brand:

- Marlboro Red + 7.2%
- Marlboro 100's +22.0%
- Marlboro Lights +33.5%
- Marlboro Menthol +16.3%
- Combined Marlboro Sales + 9.9%

SEPTEMBER						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
S	M	T	W	T	F	S
1	2	3	4	5		
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	
26	27	28	29	30	31	



BENSON & HEDGES 100's 2ND FEATURED BRAND 1ST 4 WEEKS

Consumer Offer:

- Benson & Hedges 100's will continue with the Panasonic Emergency Light Promotion featured during the 4th cycle of 1974. The Light is mounted on a Special Wall Bracket, contains Long-Life Batteries, a 1-year Written Warranty, and lights only when removed from the brackets.

- Retail Price: \$4.95

- Consumer Offers: \$3.00 plus 2 empty packages of Benson & Hedges 100's, Regular or Menthol.

The offer will be supported with distinctive Point-Of-Sale Materials and Advertising in Sunday Supplements.

Facts About the Brand:

- Benson & Hedges Regular + 9.1%
- Benson & Hedges Menthol +13.7%
- Total Benson & Hedges 100's +10.7%

Benson & Hedges 100's — AMERICA'S FAVORITE CIGARETTE BREAK.

SEPTEMBER						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					



BENSON & HEDGES MULTIFILTER 2ND FEATURED BRAND - 2ND 4 WEEKS 3RD FEATURED BRAND - 1ST 4 WEEKS

Consumer Offer:

- Generic

- Benson & Hedges Multifilter Point-Of-Sale Materials will feature — Multifilter is "Today's Great Tasting Cigarette With Lowered Tar and Nicotine."

- Benson & Hedges Multifilter's new advertising campaign — "Life Just Isn't That Simple Anymore", which began in May with national media support, together with the brand's bright new soft pack, provides Multifilter with excellent exposure for 1974.

SEPTEMBER						
S	M	T	W	T	F	S
	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

OCTOBER						
S	M	T	W	T	F	S
	1	2	3	4	5	
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



VIRGINIA SLIMS 3RD FEATURED BRAND - 2ND 4 WEEKS

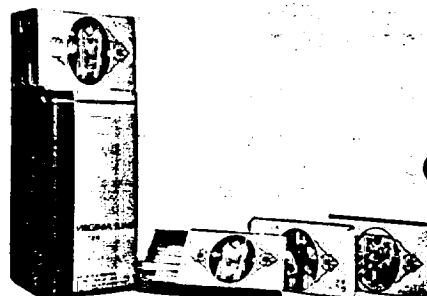
Consumer Offer:

- Virginia Slims will feature "Free" Nostalgic Matches with each two packs purchased. The matches will be "on the packs."
- Promotion Objectives: Gain trial among competitive smokers. Reinforce the brand's advertising campaign.

Facts About the Brand:

- Virginia Slims Regular +11.5%
- Virginia Slims Menthol +17.2%
- Total Brand +13.9%
- Supermarkets: The brand's most important outlet.
- 25% of all women smokers have tried Virginia Slims.

OCTOBER						
S	M	T	W	T	F	S
	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



5th Sales Cycle

Sept. 2-Oct. 25, 1974

SECTION I, II, IV

MERCHANDISING PROGRAM SET-UP SHEET

This Merchandising Set-Up Sheet supersedes the brand alignment outlined on the Product Promotion Plan Folder.

WAREHOUSE AREAS

Portland, Maine	Providence, R. I.	Jersey City, N. J.
Manchester, N. H.	Hartford, Conn.	Boston, Mass.
Springfield, Mass.		

MARKET AREAS & PERSONNEL INVOLVED

*Section 1

Division: 01-01-00
01-02-00
01-03-00
01-04-00
01-06-00

Assignment: 01-05-01
01-05-02
01-05-03
01-05-07

Section 2

All Divisions

*Section 4

04-01-00
04-02-00

*ALL OTHER INDIVIDUALS REMAINING IN YOUR SECTIONS WILL FOLLOW THE NATIONAL PRODUCT PROMOTION PLAN.

As a part of the 10-carton combination offer, sell-in 2-cartons Marlboro Menthol Box, 2-cartons Marlboro Lights, and 1-carton Marlboro 100's.

PLAN "B" DISPLAYS - New Wire Rack: Display Marlboro Menthol Box with Marlboro Red, 100's or Lights in the top section - September 2 - October 25, 1974.

PLAN "B-1" DISPLAYS - Display Marlboro Menthol Box with Marlboro Red, 100's or Lights in the large section - September 2 - October 25, 1974.

30 PACK SET/SELL UNIT - Display Marlboro Menthol Box with Marlboro Red, 100's or Lights in outlets without contracts - September 2 - October 25, 1974.

All other instructions relating to the 10-carton sell-in and display activities outlined in the Product Promotion Plan Folder will remain unchanged.



PHILIP MORRIS U.S.A.

BUILDING TO #1

5th Sales Cycle

Sept. 2-Oct. 25, 1974

SAN FRANCISCO, OAKLAND & SAN JOSE

PROMOTION RATIONALE & MERCHANDISING PROGRAM SET-UP SHEET

The initial stages of the introduction of Philip Morris International have been most encouraging. Through a combination of sampling, point-of-purchase and advertising, MERCHANDISING PROGRAM SET-UP SHEET the brand.

Display activity is also of vital importance for any new brand. It is extremely important that this product maintain a high degree of visibility. This Merchandising Set-Up Sheet supersedes the brand alignment outlined from the Product Promotion Plan Folder. Marlboro Green Soft will be sold-in and displayed with Marlboro Red, Lights, and 100's to accounts located in Hawaii only.

Your retail efforts are backed up with supportive P.O.S. Materials more colorful than previous materials. As a part of the 10-carton combination offer, sell-in 2-cartons Marlboro Green Soft, 2-cartons Marlboro Lights, and 1-carton Marlboro 100's.

PLAN "B" DISPLAYS - New Wire Rack: Display Marlboro Green Soft 2-pack with Marlboro Red, 100's, or Lights in the top section - September 2 - October 25, 1974.

PLAN "B-1" DISPLAYS - Display Marlboro Green Soft Pack with Marlboro Red, 100's, or Lights in the large section - September 2 - October 25, 1974.

PLAN "C" DISPLAYS

PLAN "C" DISPLAYS - New Wire Rack: Display P.M.I. with Marlboro in the bottom section. All other instructions relating to the 10-carton sell-in and display activities outlined in the Product Promotion Plan Folder will remain unchanged.

PLAN "C-1" DISPLAYS

Display P.M.I. with Marlboro in the small section - September 2 - October 25, 1974.

All other instructions relating to the 10-carton sell-in and display activities outlined in the Product Promotion Plan Folder will remain unchanged.



PHILIP MORRIS U.S.A.

BUILDING TO #1

5th Sales Cycle

Sept. 2-Oct. 25, 1974

SAN FRANCISCO, OAKLAND & SAN JOSE

PROMOTION RATIONALE & MERCHANDISING PROGRAM SET-UP SHEET

The initial stages of the introduction of Philip Morris International have been most encouraging. Through a combination of sampling, P.O.S. Materials and advertising, more and more consumers are aware of the brand.

Display activity is also of vital importance for any new brand. It is extremely important that this product maintain a high degree of visibility. The "special look" that is projected by P.M.I.'s package serves as a tremendous selling feature for the brand.

Your retail efforts are backed up with supportive P.O.S. Materials which is more colorful than previous materials. Consumer responsiveness to the brand will be enhanced further by the continuation of highly successful advertising campaign, and, at the same level as during the initial introduction.

Philip Morris International will be the secondary brand during the entire 8-weeks of the Fifth Sales Cycle. The merchandising and sell-in activity outlined on this Merchandising Program Set-Up Sheet will supersede the brand alignment outlined in the National Product Promotion Plan Folder.

Sell-in 2-P.M.I. Regular and 1-P.M.I. Menthol as a part of the 10-carton combination offer.

PLAN "B" DISPLAYS

- . New Wire Rack: Display P.M.I. with Marlboro in the bottom section - September 2 - October 25, 1974.

PLAN "B-1" DISPLAYS

- . Display P.M.I. with Marlboro in the small section - September 2 - October 25, 1974.

All other instructions relating to the 10-carton sell-in and display activities outlined in the Product Promotion Plan Folder will remain unchanged.



PHILIP MORRIS U.S.A.

BUILDING TO #1

1005200669

PRODUCT PROMOTION PLAN

5th Sales Cycle

Sept. 2-Oct. 25, 1974

TO: FIELD SALES FORCE

FROM: J. J. Gillis

The first six months of this year have produced impressive sales gains on all our major brands.

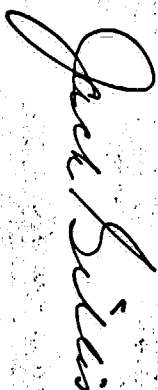
During the fifth cycle, we will feature Marlboro, Benson & Hedges, Virginia Slims and Benson & Hedges Multifilter.

With these products and the support being provided, we can continue to establish our growth objectives.

To accomplish this, we must place particular emphasis on maintaining adequate inventories at every level of trade. We must also use every means to improve our display impact at the point of sale.

We are confident that with your dedication, important achievements in these areas can be made.

JJG:gc



1005200670

MANAGEMENT SELL-IN CYCLES



DIVISION MANAGERS

TRAINING

Training is the key to developing professionals. Practice is a basic fundamental.

- Plan your time spent with each Sales Representative efficiently to insure complete understanding of the Product Promotion Plan and the specific objectives of their in-store mission as indicated. Special emphasis should be directed towards the profit opportunity presentation.
- Determine with each Sales Representative areas for development in improving their effectiveness and productivity.

SUPERVISION

- Maintain an on-going program for auditing Daily Work Records and Expense Vouchers. This is an important management responsibility.
- Retail Call Cards must be reviewed constantly to determine that the information is maintained in an updated and accurate manner.
- This will also determine if proper call frequency is being made.
- Summer Samplers will require a termination report and span at the conclusion of their employment. Refer to Managers' Manual for specific instructions.
- Use only Scanner Sheets mailed with the Cycle's P.O.S. Kit. All others must be destroyed unless otherwise instructed.

RETAIL ACTIVITY

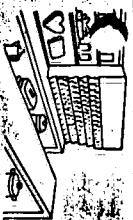
Supermarkets: Direct your activities in supermarket calls to:

- Improving product exposure and availability on all major brand packings.
- Attempt to allocate space on Plan-O-Grams more efficiently for major brand packings.
- Gain access to Order Guide to insure product demands are being satisfied.
- Special Marlboro A-1 displays must be utilized efficiently throughout each assignment. Any cancellation must be immediately redirected to other outlets.

Gratis Payment

NOTE: Gratis or the Set/Sell Allowance can be paid in any contract or non contract outlet if the outlet is non-controlled. Gratis and the Set/Sell Allowance cannot be paid in any controlled outlet unless prior authorization is received through the Section Office.

2LE 5 AUGUST 5 - 30, 1974



AREA MANAGERS-DISTRIBUTOR SALES



DISTRIBUTOR COVERAGE

- Maintain and insure total product availability in support of retail activities.
- Out-of-stock or low stock conditions at the distributor level require constant attention to relieve similar situations in retail outlets.
- Upgrade standing orders at every opportunity to reflect a minimum of 85% of product purchases.

VENDING COVERAGE

The New Vending Program will have a dramatic impact during the remainder of this year.

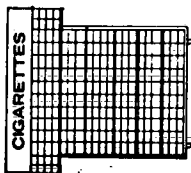
- All "Ride-With" Programs must be planned and coordinated with Section Managers to insure the greatest impact for our products in gaining new columns.
- Review the provisions of the new Plan-D merchandising offer and alert all vendors of these new provisions.
- Revised Vending Invoices and account placement forms should be presented to all participating vendors. All other forms must be destroyed. Continue to secure and forward the Quarterly Invoices within the prescribed time period.

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AREA MANAGERS' CHAIN SALES

PLAN A

- One of your primary responsibilities is to secure adequate space on the carton fixture equal to our market share in your area. Where inequities exist with your accounts, use the Carton Rack Visuals (Analysis III-A Presentation) to help you gain the additional space for our brands.
- Plan-O-Grams must be continually adjusted to reflect the best utilization of space for our major product packings. Slower selling brands can be combined to make available space for these major brands more efficient.



PLAN A-1

- The majority of A-1 Bins for the Parliament Cookbook Promotion have been installed. In instances where chain accounts have cancelled, notify your Section Manager so that surplus bins may be reallocated and utilized.
- All invoices for this promotion should be secured and mailed in no later than September 27, 1974.

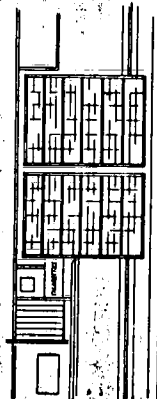


- The Marlboro A-1 Generic Family Promotion has now been presented to your accounts. It is imperative that your accounts are aware that 150 cartons or more must be available for display.
- Audit a representative number of stores within each chain account during this cycle to determine the efficiency and effectiveness of this display. This practice must become a standing procedure.



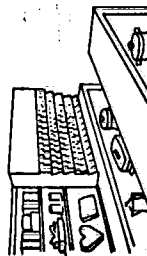
• MERCHANDISING •

SHOW AND SELL CONCEPT



- Show and Sell is a proven alternative to merchandising.
- Cigarettes where security is a major concern.
- Show and Sell areas can also be extended into Service Center concepts.

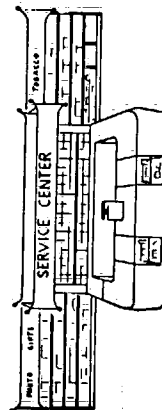
PACK MASTER™ MERCHANDISER



- All sizes 8, 12 & 16 channels are available and should be ordered in the normal manner.

SERVICE CENTER

- Increasing number of Service Centers are being installed in high volume accounts throughout the country.
- Continue to follow-up all presentations made with chain management. Whenever additional assistance is needed in presentation or in the development of materials for layouts or design renderings, our National Accounts Department will provide this service.



MILITARY REPRESENTATIVES FIFTH SALES CYCLE

SEPTEMBER 2, 1974 - OCTOBER 25, 1974

FEATURED BRANDS

National advertising will be placed behind the brands preceded by an asterisk (*). For your information, you will be provided with national sales figures for all major brands through June, 1974.

BRANDS	MIL. GROWTH	NAT. GROWTH	BRANDS	MIL. GROWTH	NAT. GROWTH
*Marlboro 80/85	+ 2.2%	+ 7.4%	*Parliament 80/85	- 2.1%	- 2.1%
*Marlboro Lights	+34.5%	+33.5%	*Parliament 100's	+25.6%	+16.3%
*Total Marlboro 100's	+19.00%	+22.4%	*Total B&H Multifilter	- 7.3%	- 1.4%
*Marlboro Menthol	- 5.2%	+16.1%	*B&H Regular 100's	+ 6.3%	+ 9.2%
*Total Marlboro	5.3%	+10.1%	*B&H Menthol 100's	+12.3%	+13.8%
*Virginia Slims Regular	14.9%	+11.6%			
*Virginia Slims Menthol	29.3%	+17.4%			

The sales figures above provide you with an opportunity to compare the sales of our brands in your area with sales on a national scale.

DISTRIBUTION/INVENTORY

Identify several accounts that have distribution voids this cycle. Make special distribution presentations designed to secure distribution for brands not stocked.

Review your accounts in an effort to identify those with an inventory problem. Recommend an average weekly order designed to bring inventory up to par.

You recently received a Philip Morris Customer Circular No. 429 pertaining to the previously established five (5) case minimum shipment. It is still permissible to sell military outlets only a three-case minimum. You will be notified if this policy changes.

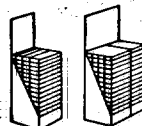
MERCHANDISING

PLAN A

An ample quantity of Shelf Talkers, Coupon Pads and other P.O.S. items used for national promotions are available for use in military outlets. These must be ordered in keeping with your ability to utilize the materials effectively. Order in normal manner.

Every effort must be made to maintain a share of the carton fixture equal to our Market Share in that area. Make sure Plan-O-Grains are followed as adjustments are made in the carton sections.

PLAN A-1



1 column or 2 column

We need to have an inventory of the number of Generic A-1 Bins you have on hand in your storage location. Provide us with the number of one (1) column and the number of two (2) column bins available. This information should be forwarded to George Karnal no later than September 20, 1974.

AAFES B & B1 PROGRAM

These display units provide important product exposure in high volume outlets. Be sure the displays are being properly maintained and in compliance with our merchandising contract.



WOOD



WIRE



B1

SET/SELL DISPLAYS

These units can be used and are acceptable where single packages are displayed. Payments are not to be used for this display.

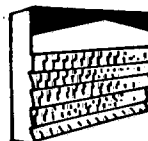


VENDING

Continue to work with the vending specialist on military bases in an effort to secure placements for our brands. Advise your Section Managers of any successes gained as a result of working with the base specialist.

PACK MASTER™ MERCHANDISER

Pack Masters have been widely accepted by many military outlets throughout the country. Units are to be requested in the normal manner. Presentations to military outlets will be an ongoing program.



REPORTING

Business Reviews: Continue making Business Reviews to target customers you have identified. Include in your monthly report any business reviews you were able to present.

1005200674

PRESENTATION SUGGESTIONS

NON-CONTROLLED OUTLETS

OPENER:

Featured Brands

Marlboro
Benson & Hedges 100's or Benson & Hedges Multifilter
Benson & Hedges Multifilter or Virginia Slims

Consumer Offer

See Promotion Rationale
See Promotion Rationale
See Promotion Rationale

Brands Growth

Local Sales Figures
Local Sales Figures
Local Sales Figures

BENEFITS:

Profit Structure

- 100 Packs \times _____ \$ Per Pack
- Number Cartons _____ \times _____ Cost
- Subtract Retailers Cost From Gross Sales
 - ADD \$1.00 (Set/Sell Allowance)
 - ADD 5 \times 50¢ or \$2.50 (Gratis Packs)
- ADD GROSS DOLLARS + SET/SELL ALLOWANCE + 5 FREE PACKS
- TOTAL GROSS DOLLAR PROFIT \div GROSS SALES

- = \$ _____ GROSS RESALE VALUE
- = \$ _____ RETAILERS COST
- = \$ _____ GROSS DOLLAR PROFIT
- = \$ _____ SET/SELL ALLOWANCE
- = \$ _____ RESALE VALUE—5 FREE PACKS
- = \$ _____ TOTAL GROSS \$ PROFIT
- = \$ _____ GROSS PROFIT MARGIN

CLOSE:

BRANDS GROWTH AND/OR MARKET SHARE IS AN OPTIONAL ELEMENT OF THIS PRESENTATION AND SHOULD BE USED ON AN AS NEEDED BASIS.

CONTROLLED OUTLETS

Primary Objectives: (1) Getting to the order guide, (2) Increasing the base inventory in each outlet and (3) Getting the merchandise out on the carton and pack racks.

FORMAT

APPROACH MANAGER: To tell purpose of call

SERVICE DISPLAYS AND RACKS

- Fill and label pack rack.
- Fill and label carton rack.
- Refill and relocate A-1 or other displays and needed.



P.O.S. ITEMS (SMALL PIECES): should be put in place as you are re-setting racks and displays.

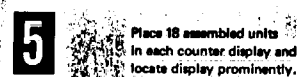
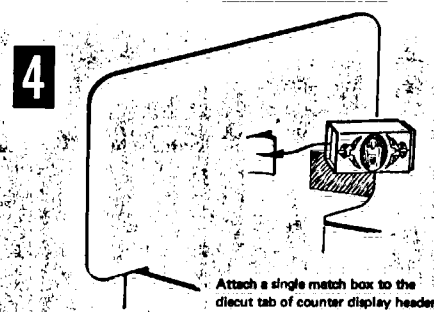
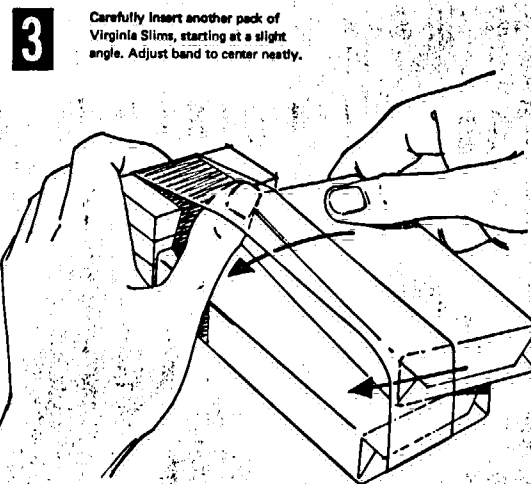
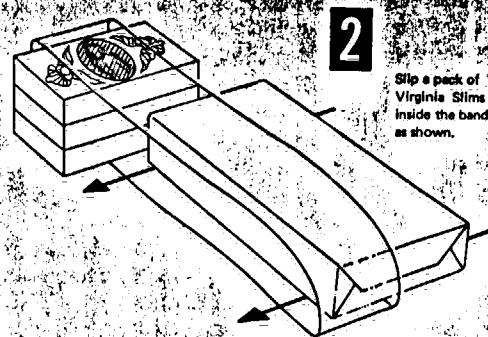
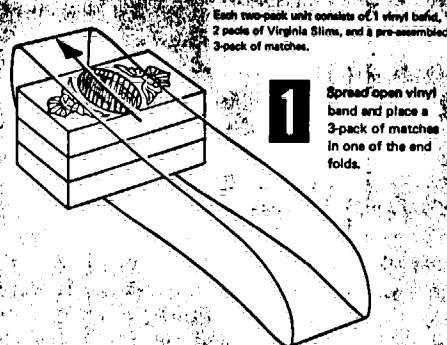
INVENTORY CARTONS ON HAND: FOLLOW THESE SELLING POINTS:

- (Brands) in which manager is low or short.
- Manager's inventory status—your past three trips.
- Out of stocks are losing him (Cartons)—(Dollars) Weekly.
- The growth of our brands: (See Promotion Rationale).
- List your order: _____, List by brands _____, Total order _____
- Make certain all brands needed by the outlets are placed in the order guide. Leave order with manager.
- His weekly order should be increased by _____ cartons.

CLOSE:

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assembly instructions for
**VIRGINIA SLIMS
 NOSTALGIC
 MATCH PACK
 OFFER**
 (18 2 PACK UNITS
 PER DISPLAY)



VS21 - 74

1005200676

SCANNER SHEET REPORTING INSTRUCTIONS

SAN FRANCISCO, OAKLAND & SAN JOSE

SALESMAN'S NAME

TERRITORY NUMBER

SALESMAN'S
TERRITORY
NUMBER

WEEK ENDING
(Friday)

SALES
CYCLE
NO.

MONTH	DAY	SALES CYCLE NO.
JAN	1	10-01
JAN	2	11-01
JAN	3	12-01
JAN	4	13-01
JAN	5	14-01
JAN	6	15-01
JAN	7	16-01
JAN	8	17-01
JAN	9	18-01
JAN	10	19-01

SELLING ALONE

MON	TUE	WED	THU	FRI
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

BEING TRAINED

MON	TUE	WED	THU	FRI
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.

TOTAL CALLS WEEK	BREAKDOWN OF CALLS	TYPE CALLS
0 0 0	Non-Controlled	0 0 0
1 1 1	Stores where buying and merchandising decisions are made locally.	1 1 1
2 2 2	Controlled	2 2 2
3 3 3	Chain stores where buying and merchandising decisions are made at headquarters.	3 3 3
4 4 4		4 4 4
5 5 5		5 5 5
6 6 6		6 6 6
7 7 7		7 7 7
8 8 8		8 8 8
9 9 9		9 9 9

TOTAL GRATIS USED
0 0 0
1 1 1
2 2 2
3 3 3
4 4 4
5 5 5
6 6 6
7 7 7
8 8 8
9 9 9

SPECIAL INSTRUCTIONS		
COLUMN 1	COLUMN 2	COLUMN 3
0 0 0	0 0 0	0 0 0
1 1 1	1 1 1	1 1 1
2 2 2	2 2 2	2 2 2
3 3 3	3 3 3	3 3 3
4 4 4	4 4 4	4 4 4
5 5 5	5 5 5	5 5 5
6 6 6	6 6 6	6 6 6
7 7 7	7 7 7	7 7 7
8 8 8	8 8 8	8 8 8
9 9 9	9 9 9	9 9 9

PKS 20'S SWITCH SOLD	SAMPLE 20'S USED
0 0 0	0 0 0
1 1 1	1 1 1
2 2 2	2 2 2
3 3 3	3 3 3
4 4 4	4 4 4
5 5 5	5 5 5
6 6 6	6 6 6
7 7 7	7 7 7
8 8 8	8 8 8
9 9 9	9 9 9

REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK. ALSO REPORT THE TOTAL OF ALL CALLS MADE.

ALL GRATIS USED SHOULD BE COMBINED AND TOTAL PACKS USED REPORTED IN THIS COLUMN.

REPORT IN THESE COLUMNS ONLY AS SPECIFICALLY INSTRUCTED IN YOUR P.P.P.

REPORT TOTAL NUMBER OF 20'S SWITCH SOLD IN THIS COLUMN.

REPORT TOTAL NUMBER OF 20'S USED FOR SWITCH SELLING AND SAMPLING IN THIS COLUMN.

1005200672

1st MAJOR CIGARETTE									
Non-Controll'd					Controlled				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FULL EIGHT WEEKS. MAKE CERTAIN NON-CONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.

2nd MAJOR CIGARETTE									
Non-Controll'd					Controlled				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

- REPORT ALL SALES OF P.M.I. IN THIS COLUMN FOR THE FIRST 4 WEEKS (SEP. 2 - SEP. 27)
- P.M.I. - 2ND 4 WEEKS (SEP. 30 - OCT. 25)

3rd MAJOR CIGARETTE									
Non-Controll'd					Controlled				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

- REPORT ALL SALES OF B & H MULTIF. IN THIS COLUMN FOR THE FIRST 4 WEEKS (SEP. 2 - SEP. 27)
- VA. SLIMS - 2ND 4 WEEKS (SEP. 30 - OCT. 25)

SUPPLEMENTAL									
Non-Controll'd					Controlled				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT THE SALES OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

SETUP OR SERVICE									
B					B-1				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT AS USUAL.

1st MAJOR CIG.									
SET/SELL					SPECIAL ACTIVITY				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT ALL PAID SET/SELLS DISPLAYS FOR MARLBORO IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

NON PAID DISPLAYS									
1ST MAJ					3RD MAJ				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT ALL 1ST MAJ. SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

REPORT ALL 3RD BRANDS SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

3rd MAJOR CIG.									
SET/SELL					SPECIAL ACTIVITY				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT ALL PAID B & H MULTIF. SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS VA. SLIMS 2ND 4 WEEKS.

DO NOT REPORT IN THIS SECTION.

SUPPLEMENTAL									
DISPLAYS ERECTED					SPECIAL ACTIVITY				
0	0	0	0	0	0	0	0	0	0
1	1	1	1	1	1	1	1	1	1
2	2	2	2	2	2	2	2	2	2
3	3	3	3	3	3	3	3	3	3
4	4	4	4	4	4	4	4	4	4
5	5	5	5	5	5	5	5	5	5
6	6	6	6	6	6	6	6	6	6
7	7	7	7	7	7	7	7	7	7
8	8	8	8	8	8	8	8	8	8
9	9	9	9	9	9	9	9	9	9

REPORT ALL A-1 DISPLAYS ERECTED THIS CYCLE IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

1005200678

SCANNER SHEET REPORTING INSTRUCTIONS

SALESMAN'S NAME _____

TERRITORY NUMBER _____

SALESMAN'S
TERRITORY
NUMBER

WEEK ENDING
(Friday)

SALES
CYCLE
NO.

SELLING ALONE

TUE	WED	THU
0	0	0
0	0	0
0	0	0

BEING TRAINED

MON	TUE	WED	THU	FRI
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0

REPORT IN THESE SECTIONS IN THE NORMAL MANNER. BE ESPECIALLY CAREFUL TO INSURE THAT YOUR PROPER TERRITORY NUMBER IS WRITTEN AND MARKED IN THE APPROPRIATE SPACES.

REVIEW YOUR SCANNER CAREFULLY BEFORE MAILING TO MAKE CERTAIN THAT ALL FIELDS ARE MARKED CORRECTLY.

MAIL IN AMPLE TIME FOR THE SCANNER TO ARRIVE IN OKLAHOMA CITY NO LATER THAN MONDAY MORNING.

TOTAL CALLS WEEK	BREAKDOWN OF CALLS	TYPE CALLS
0 0 0	Non-Controlled	0 0 0
1 1 1	Stores where buying and merchandising decisions are made locally.	1 1 1
2 2 2	Controlled	2 2 2
3 3 3	Chain stores where buying and merchandising decisions are made at headquarters.	3 3 3
4 4 4		4 4 4
5 5 5		5 5 5
6 6 6		6 6 6
7 7 7		7 7 7
8 8 8		8 8 8
9 9 9		9 9 9

TOTAL GRATIS USED
0 0 0
1 1 1
2 2 2
3 3 3
4 4 4
5 5 5
6 6 6
7 7 7
8 8 8
9 9 9

COLUMN 1	COLUMN 2	COLUMN 3
0 0 0	0 0 0	0 0 0
1 1 1	1 1 1	1 1 1
2 2 2	2 2 2	2 2 2
3 3 3	3 3 3	3 3 3
4 4 4	4 4 4	4 4 4
5 5 5	5 5 5	5 5 5
6 6 6	6 6 6	6 6 6
7 7 7	7 7 7	7 7 7
8 8 8	8 8 8	8 8 8
9 9 9	9 9 9	9 9 9

CONSUMER INCENTIVE
0 0 0
1 1 1
2 2 2
3 3 3
4 4 4
5 5 5
6 6 6
7 7 7
8 8 8
9 9 9

REPORT NUMBER OF NON-CONTROLLED AND NUMBER OF CONTROLLED CALLS MADE EACH WEEK. ALSO REPORT THE TOTAL OF ALL CALLS MADE.

ALL GRATIS USED SHOULD BE COMBINED AND TOTAL PACKS USED REPORTED IN THIS COLUMN.

REPORT IN THESE COLUMNS ONLY AS SPECIFICALLY INSTRUCTED IN YOUR P.P.P.

REPORT TOTAL NUMBER OF 20'S SWITCH SOLD IN THIS COLUMN.

REPORT TOTAL NUMBER OF 20'S USED FOR SWITCH SELLING AND SAMPLING IN THIS COLUMN.

1005200679

1st. MAJOR CIGARETTE	
Non-Controlled	Controlled
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

REPORT ALL SALES OF MARLBORO IN THIS COLUMN FOR THE FULL EIGHT WEEKS. MAKE CERTAIN NON-CONTROLLED TOTALS ARE SEPARATED FROM CONTROLLED TOTALS.

2nd. MAJOR CIGARETTE	
Non-Controlled	Controlled
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

- REPORT ALL SALES OF B & H 100'S IN THIS COLUMN FOR THE FIRST 4 WEEKS (SEP. 2 - SEP. 27)
- B & H MULTIF. 2ND 4 WEEKS (SEP. 30 - OCT. 25)

3rd. MAJOR CIGARETTE	
Non-Controlled	Controlled
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

- REPORT ALL SALES OF B & H MULTIF. IN THIS COLUMN FOR THE FIRST 4 WEEKS (SEP. 2 - SEP. 27)
- VA. SLIMS - 2ND 4 WEEKS (SEP. 30 - OCT. 25)

SUPPLEMENTAL	
Non-Controlled	Controlled
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

REPORT THE SALES OF ALL OTHER BRANDS IN THIS COLUMN FOR THE ENTIRE CYCLE.

SETUP OR SERVICE	
B	B-1
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

REPORT AS USUAL.

1st. MAJOR CIG.	
SET/SELL	SPECIAL ACTIVITY
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

REPORT ALL PAID SET/SELLS DISPLAYS FOR MARLBORO IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

NON PAID DISPLAYS	
1ST MAJ.	3RD MAJ.
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

REPORT ALL 1ST MAJ. SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

REPORT ALL 3RD BRANDS SET/SELL DISPLAYS PLACED WITHOUT PAYMENT IN THIS COLUMN.

3rd. MAJOR CIG.	
SET/SELL	SPECIAL ACTIVITY
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

REPORT ALL PAID B & H MULTIF. SET/SELL DISPLAYS DURING THE FIRST 4 WEEKS VA. SLIMS 2ND 4 WEEKS.

DO NOT REPORT IN THIS SECTION.

SUPPLEMENTAL	
DISPLAYS ERRECTED	SPECIAL ACTIVITY
010101010101010101	010101010101010101
111111111111111111	111111111111111111
212121212121212121	212121212121212121
313131313131313131	313131313131313131
414141414141414141	414141414141414141
515151515151515151	515151515151515151
616161616161616161	616161616161616161
717171717171717171	717171717171717171
818181818181818181	818181818181818181
919191919191919191	919191919191919191

REPORT ALL A-1 DISPLAYS ERRECTED THIS CYCLE IN THIS COLUMN.

DO NOT REPORT IN THIS COLUMN.

1005200680

Form 9 (1939 Rev. 4-79)
P. M. U. S. A.

PHILIP MORRIS U. S. A.
SALESMAN'S EXPENSE VOUCHER

SALESMAN'S EXPENSE VOUCHER

DO NOT WRITE HERE

DO NOT WRITE HERE		SALESMAN'S EXPENSE VOUCHER		FILL IN		DO NOT WRITE HERE				
SALESMAN'S NAME (PRINT)		COMPANY CODE		SALESMAN'S NO.		DATE OF SALE (MONTH/DAY/YEAR)				
ADDRESS		CITY-STATE		PHONE NO.		DATE OF SALE (MONTH/DAY/YEAR)				
Receipts must be attached to duplicate copy which is mailed to immediate superior for all expenses. Such receipts must be on Certified Bill Head showing date, items purchased and value, and must be signed by the person receiving payment.										
		Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	TOTAL	Amt. Code
Hours Worked										
Explanation Time Not Worked										
Town and State Where Expenses Were Incurred										
Room										
Meals										
Telephone, Telegrams, Postage										
Transportation Paid By You (other than company car)										
Personal Smoking										
Supplies - Office, Etc.										
Other Expenses										
Total Personal and Other Expenses										
Samples										
Incentives										
TOTAL GRATIS										
PACKS USED		300	PACKS	0	314				\$93.00	
1st Major		90	OUTLETS	0	\$1.00				90.00	
3rd Brand		30	OUTLETS	0	\$1.00				30.00	
WEEKLY TOTALS PLANS A & C (FORM #1762)										
WEEKLY TOTAL PLANS B & B-1 (FORM #1763)										
MERCHANTISING PROGRAM EXPENSES										
SHOW TOTALS FROM PERFORMANCE REPORTS - LOCAL PROMOTIONS										
TRIP DATE		TICKET NO.	ORIGIN	DESTINATION	AMOUNT		TOTAL EXPENSES ABOVE			
					\$		AUTO EXPENSE (FROM AUTO EXPENSE STATEMENT)			
							TOTAL EXPENSE			
Comments:										
SIGNATURE _____ ADDRESS _____										

Quadruplicate (Salesman Only) Forward To Section Office

1000

POINT-OF-SALE KIT

1ST FEATURED BRAND



MARLBORO — Family
Generic
Sept. 2 — Oct. 25, 1974

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ITEM	S/R	DM	M/R	PACKING
30 Pack Set/Sell		AS PER LIST		50
18 Pack Set/Sell		AS PER LIST		50 & 75
Small Shelf Talker	50		25	50
Posters	50			Bulk
Counter Card (Easel)	50			50

2ND FEATURED BRANDS



BENSON & HEDGES 100's —
Panasonic Emergency/Light
Sept. 2 — Sept. 27, 1974

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ITEM	S/R	M/R	PACKING
Small Shelf Talker	50	25	50
Small Shelf Talker with coupon pad			
Counter Card with coupon pad	50	25	50

BENSON & HEDGES
MULTIFILTER — Generic
Sept. 30 — Oct. 25, 1974

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ITEM	S/R	M/R	PACKING
Small Shelf Talker with coupon pad	50	25	50
Counter Card with coupon pad	50	25	50

3RD FEATURED BRANDS



BENSON & HEDGES
MULTIFILTER — Generic
Sept. 2 — Sept. 27, 1974

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ITEM	S/R	M/R	PACKING
20 pack Set/Sell		AS PER LIST	50

VIRGINIA SLIMS —
3 Nostalgic Match Boxes with 2 Packs
Sept. 30 — Oct. 25, 1974

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ITEM	S/R	M/R	PACKING
36 Pack Set/Sell with Instruction Sheet	50	25	50
Nostalgic Matches (18 sets of 3 match boxes per display)	900	450	450 sets of 3 match boxes + 30 single boxes + 500 vinyl bands
Single Nostalgic match boxes for use on display + 5 for giveaway	50		
Posters (Generic)	50	25	Bulk

VIRGINIA SLIMS — Generic
Non-on-pack States (Nebraska & Montana)
Sept. 30 — Oct. 25, 1974

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

ITEM	S/R	M/R	PACKING
20 Pack Set/Sell	50	25	50
Posters (Generic)	50	25	Bulk

MISCELLANEOUS

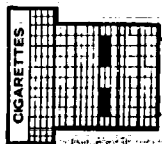
"SPECIAL OFFER" 10 Carton Bands
Daily Work Record
Retail Order Pads
Masking Tape
Scanner Sheets

	S/R	DM	PACKING
"SPECIAL OFFER" 10 Carton Bands	20	1	20
Daily Work Record	2	1	
Retail Order Pads	2	1	
Masking Tape	1	1	
Scanner Sheets	10	1	

1005200682

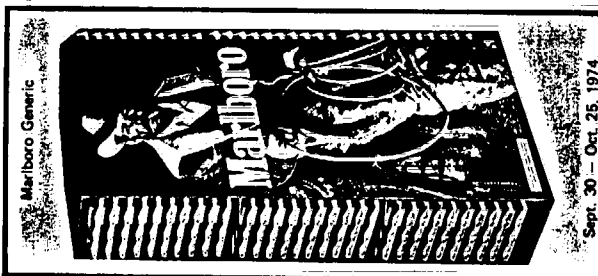
MERCHANDISING

PLAN A



Use Plan-O-Gram based on Market Share (4th Shelf or Higher)

PLAN A-1



Sept. 30 - Oct. 25, 1974

PLAN B

WOOD RACK

Marlboro Red Box, 100's Box,
Menthol and Lights
Sept. 2 - Oct. 25, 1974

NEW WIRE RACK

Marlboro Red Box,
100's Box,
Menthol and LightsBenson & Hedges 100's
Sept. 2 - Sept. 27, 1974Marlboro Red Box,
100's Box,
Menthol and LightsBenson & Hedges
Multifilter
Sept. 30 - Oct. 25, 1974

PLAN B-1

Marlboro Red Box,
100's Box,
Menthol & Lights

Sept. 2 - Sept. 27, 1974

Benson & Hedges
Multifilter

Sept. 30 - Oct. 25, 1974

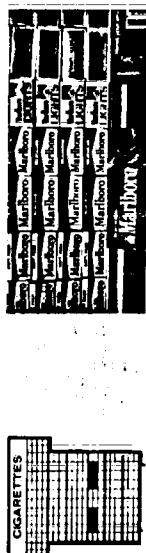
Marlboro Red Box,
100's Box,
Menthol & Lights

PURPOSE OF DISPLAY

LOCATION OF DISPLAY, R. S. B. 1.

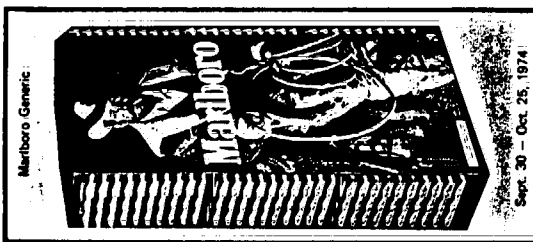
MERCHANDISING

PLAN A



Use Plan-O-Gram based on Market Share (4th Shelf or Higher)

PLAN A-1



PLAN B

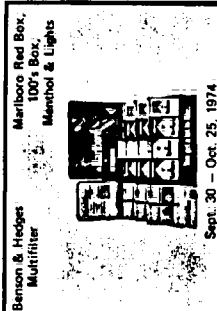
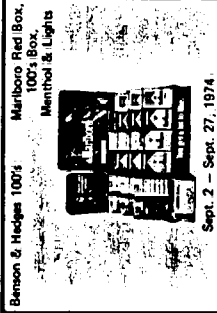
WOOD RACK



NEW WIRE RACK



PLAN B-1



LOCATION OF DISPLAY B & B-1:
Front Counter Near Cash Register

PURPOSE OF DISPLAY

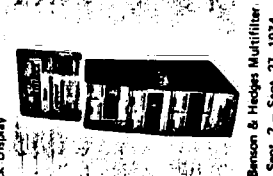
- Insure Adequate Product Visibility
- Improve Product Exposure
- Satisfy Consumer Demand for Product
- Self Service

SET AND SELL DISPLAYS

FIRST FEATURED BRAND
30 Pack Display



THIRD FEATURED BRAND
20 Pack Display



36 Pack Display



SEPTEMBER 1, 1974 - OCTOBER 25, 1974

1005200684

RETAIL ACTIVITY

• SELL-IN:

10 carton combination sell-in with 5% hand gratis up to 10 cartons.

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

September

- 5 Marlboro (2 100's Box, 2 Lights, 1 Menthol)
- 3 Benson & Hedges 100's (2 Regular & 1 Menthol)
- 2 Benson & Hedges Multifilter (1 Regular & 1 Menthol)

10 Cartons

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

October

- 5 Marlboro (2 100's Box, 2 Lights, 1 Menthol)
- 3 Benson & Hedges Multifilter (2 Regular & 1 Menthol)
- 2 Virginia Slims (1 Regular & 1 Menthol)

10 Cartons

*Note

Sell-in additional cartons of Marlboro Red and other Philip Morris Brands (Gratis will not be offered for purchase of Marlboro Red 80/85mm).

Latitude will be permitted in changing the product mix in the 10-carton sell-in. Example: We suggested 2-100's Box, 2-Lights, and 1-Menthol for Marlboro sell-in as First Featured Brand. In an instance where your customer has on hand a sufficient supply of Lights and Menthol, sell-in 5-cartons of Marlboro 100's Box. Direct any further questions to your Division Manager regarding latitude in selling in the 10-carton offer.

HAND GRATIS



1 PACK FREE with 2 - CARTONS



UP TO



5 PACKS FREE with 10-CARTON PURCHASE



\$1.00 Set/Sell allowance for displays placed in a self-service position for 2 weeks. With merchandising contract — use 20 pack Set/Sell displays. Without merchandising contract, use 30 pack Set/Sell displays.

(NOTE: Combinations you can offer: 5% hand gratis + \$1.00 Set/Sell or \$1.00 Set/Sell)

DISPLAY LOCATIONS



COUNTER

OR



CHECKOUT

GRATIS RECEIPT

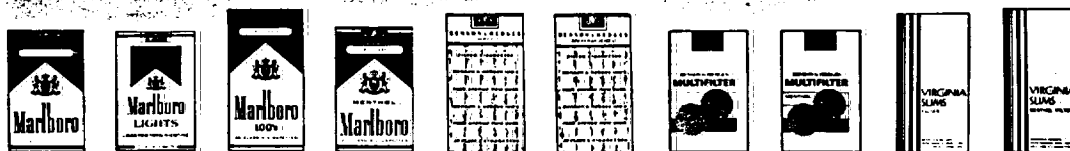
- PLACE DISPLAYS — Show \$1.00 for display payment on bottom of gratis receipt.
- SIGNATURE — Dealer signature required.
- COMPLETED RECEIPT — Attach to Weekly Expense Voucher, or Daily Work Record.
- RECORD — In accordance with Section Policy.

GRATIS RECEIPT	
DATE	TIME
BY	FOR
SIGNATURE	
REMARKS	

SPECIAL SELL-IN/DISPLAY ACTIVITY

- **National:** Refer to Display Set-up page inside Product Promotion Plan Folder
- **San Francisco:** See Merchandising Set-up page
- **Sections I, II, & IV:** See Merchandising Set-up page
- **Hawaii:** See Merchandising Set-up page

FEATURED BRANDS



1005200685

SP 5-74

PHILIP MORRIS U.S.A.



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